

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2012

BFWE-026 : MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. What are tariff barriers ? Explain all of them in detail. 20

2. Write in brief on the following : 5x4=20
 - (a) CIF
 - (b) FCA
 - (c) FOB
 - (d) FAS
 - (e) DAF

3. Identify various types of retail stores and explain how they differ from each other. 20

4. Explain how retailers communicate through visual images. 10